



Workforce Opportunity for Rural Communities (WORC) Technical Assistance Webinar

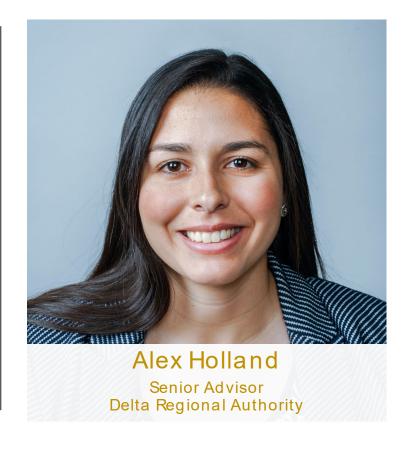
June 8, 2021



Aury Kangelos
Program Manager
Delta Regional Authority



Kagan Coughlin
Co-founder
Base Camp Coding Academy



## Your Presenters

## **AGENDA**

- 1. 2021 DOL's Workforce Opportunity for Rural Communities (WORC): Grant Program Overview
- 2. 2019 U.S. DOL WORC Grantee Presentation
- 3. 2021 DOL Workforce Opportunity for Rural Communities (WORC): Funding Opportunity Announcement (FOA)
- 4. Q&A
- 5. Final Thoughts & Closing Remarks

# Acronym Definitions

#### DOL:

U.S. Department of Labor

#### ETA:

**Employment and Training Administration** 

#### FOA:

Funding Opportunity Announcement

#### **WORC:**

Workforce Opportunity for Rural Communities Grant Program

#### SUD:

Substance Use Disorder



## **OVERVIEW**

#### **Partners**

- U.S. Department of Labor-Employment and Training Administration
- Appalachian Regional Commission

#### **Funding Opportunities**

- Workforce Opportunity for Rural Communities (WORC) Grant Program - \$29.2 million
  - Award Ceiling: \$1.5M
  - Award Floor: \$150k

#### **Technical Assistance**

- 3 Regional Workshops
- 1 Webinar
- Post-award technical assistance for successful applicants







# APPALACHIAN REGIONAL COMMISSION



# **Getting Started**

- Visit grants.gov to download application
- Review FOA and mandatory attachments
- Check SAM.gov registration



# **Application Submission**

### DATE, TIME, AND PROCESS

✓ Applications must be submitted via grants.gov by July 21, 2021 no later than 3:00pm Central Time

✓ NEW GUIDELINE: DOL will <u>not</u> accept hardcopy submissions



# Funding Opportunity Description

#### PROGRAM PURPOSE

"...to demonstrate the alignment of regionally driven, comprehensive approaches to addressing economic distress and the necessary workforce development activities to ensure dislocated and other workers in the regions are capable of succeeding in current and future job opportunities."



# Funding Opportunity Description

#### **PROGRAM GOAL**

"...to create economic prosperity, gainful employment, and high-quality career outcomes for workers in impacted ARC and DRA regions, enabling them to remain and thrive in these communities."



# **Award Information**

### **AWARD TYPE AND AMOUNT**

• Total Program Funding: Approx. **\$29.2 million** 

Award Ceiling: \$1.5 million

Award Floor: \$150,000

Funding will be provided in the form of a grant



# **Award Information**

### PERIOD OF PERFORMANCE

No more than 36 months

• Anticipated start date: September 30, 2021

• This period includes all necessary implementation and start-up activities



#### **ELIGIBLE APPLICANTS**

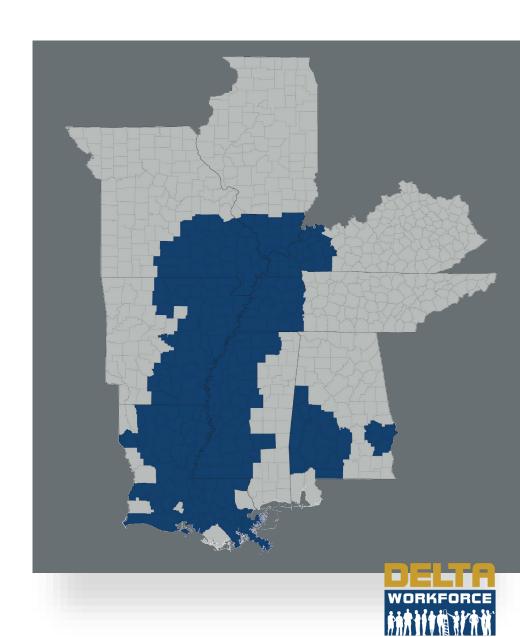
- State/County/City/Township Government
- Special District Government
- Institution of Higher Education (Public/Private)
- Regional Organization
- State/Local Workforce Development Boards
- Non-profits (with & without 501(c)(3) status)
- Independent School District
- Public/Indian Housing
- Indian/Native American Tribal Government or Designated Organization

### REQUIRED COLLABORATION OR ENGAGEMENT

- At least two (2) employer/industry partners
- Public workforce system partner
  - State or Local Workforce Development Board
  - American Job Center operator or partner program
  - Other training provider



- Applicants <u>must</u> demonstrate collaboration/engagement with <u>at least two</u> employer/industry partners, as well as a public workforce system partner (i.e. State/Local Workforce Development Board)
- Applicants <u>must</u> demonstrate that they are serving eligible participants who live in the DRA/ARC regions
- Applicants may train for jobs outside DRA/ARC region, but <u>must</u> clearly demonstrate successful employment <u>will not</u> require relocation outside of DRA/ARC region



## COST SHARING AND LEVERAGED RESOURCES

 WORC does <u>not</u> require cost sharing or matching funds

 It is strongly encouraged for projects to leverage resources (i.e. cash or in-kind) with partners and other stakeholders

 Resources contributed to the project beyond funds provided by DOL are considered leveraged resources



## **NUMBER OF APPLICATIONS**

 Only one application from each organization will be considered for funding

Applicant organizations can be included as a partner on other applications



#### **ELIGIBLE PARTICIPANTS**

- New Entrants: Individuals who have never worked before or have been out of the workforce long enough time to make it as if they are entering the workforce for the first time
- <u>Dislocated Workers</u>: Individuals who were terminated or laid-off or have received a notice of termination or lay-off from employment; or those who were self-employed but now unemployed (WIOA sec. 3(15))
- Incumbent Workers: Individuals who are currently employed and need training to secure full-time employment, advance in their careers, or retain their current positions

#### **ELIGIBLE ACTIVITIES**

- Training and Work-based Learning Models
- Other Employment-Related Activities
- Innovative Service Delivery Strategies
- Participant Support Services
- Employer Support Services
- Purchasing Equipment and Making Renovations (<u>Require Prior Approval</u>)



# **Eligibility Activities**

## Training and Work-based Learning Models

- Traditional classroom training; or
- Work-based learning such as apprenticeships, customized training programs, incumbent worker training, on-the-job training, internships, or other work experiences.



# Training and Work-based Learning Models

## **2019 WORC Project Example**

Northshore Technical Community College

- GNOu Mechatronics Apprenticeship
- Scaling work-based learning model
  - Cross-sector partnerships



# **Eligibility Activities**

### Other Employment-Related Activities

#### Allowable activities include:

- Employability training such as punctuality, personal maintenance, and professional conduct;
- In-depth assessment and evaluation to identify employment barriers and development of individual employment plans; and
- Career planning (that includes a career pathway approach), job coaching, and job matching services.



## Other Employment-Related Activities

## 2019 & 2020 WORC Project Examples

- Arkansas Northeastern College
  - Arkansas Delta Workforce Opportunity for Rural Communities (ADWORC)
  - Peer coaches, counseling, and mentoring
  - Case management
- University of Louisiana Monroe
  - High School Business Academy
  - Career planning for new entrants



# **Eligibility Activities**

## Innovative Service Delivery Strategies

- Aim to overcome existing challenges that exist in the region
- Might include application of new business models, products, services, technology, or capital improvements/equipment



## Innovative Service Delivery Strategies

## 2019 & 2020 WORC Project Examples

- University of West Alabama
  - Leveraging Integrated Networks for Change and Sustainability (LINCS)
  - Customized training program in advanced manufacturing skills and technologies
  - Mobile training unit
- MANTRACON
  - Aviation Technician Program
  - VR aviation maintenance technician coursework

# **Eligibility Activities**

## Participant Support Services

- Activities or resources enabling individuals to participate in career and training services or to gain or retain employment
- Grant recipients may offer support services to participants directly or through partner organizations



## Participant Support Services

## 2019 & 2020 WORC Project Examples

- Southeastern Louisiana University
  - Rural Nurses Career Advancement Pathway (RN-CAP)
    - Stipends for trainees
    - Training supplies
    - Certification testing costs
- McNeese State University
  - RN-to-BSN program
    - Student tuition scholarships
    - Internet hot spots



# Eligibility Activities

## **Employer Support Services**

- Emphasis on small and medium-sized employers
- May focus on individual employer or cluster/sector-based approach
- What other role can the industry partner play?



## Employer Support Services

## **2019 WORC Project Example**

- Madisonville Community College
  - Jointly create and deliver a four-week Commercial Driver's License (CDL) training course
  - Expand lineman training program
    - Meets the workforce needs of trucking and utility companies throughout the region



## **Eligible Activities**

Purchasing Equipment and Making Renovations

- Capital expenditures, such as the purchase of equipment or capital improvements
  - Improvements to buildings or equipment
  - Minor alterations, renovations, or rearrangements of buildings/facilities/equipment
- Leasing space for training, education, and related activities

Note: New construction is not an allowable activity!



# Purchasing Equipment and Making Renovations

## 2019 WORC Project Example

- Base Camp Coding Academy
  - Everest: Rural Education and Innovation Hub
  - Renovated dilapidated garment factory



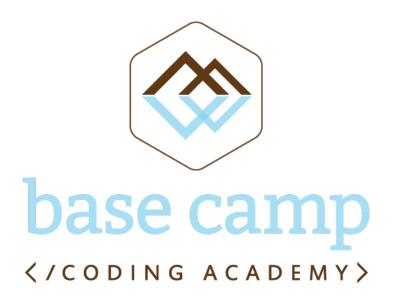


## 2019 WORC Grantee Lightning Talk

Kagan Coughlin

co-Founder & Trustee, Base Camp Coding Academy







## In a Nutshell:

- Fast-paced, focused vocational training in computer programming to support the technology needs of local and regional employers.
- Targeting under-advantaged youth with high motivation, classes beginning immediately after high school graduation.
- 11.5 months, 40 hours each week, 2,000 hours of total instruction time. Zero cost to the students.
- Located in Water Valley, MS. Population 3,400.
- 501c3



## Pilot: 2016-2019

#### **Classes during the Pilot:**

2017: 12 Graduated

100% Employed

2018: 9 Graduated

100% Employed

2019: 11 Graduated (May 12<sup>th</sup>)

10 Employed, 1 enrolled in college.

#### Regional Market Demand (Opportunities) for Base Camp Graduates?

2017: 3 Regional Companies extended offers

2018: 6 Regional Companies extended offers

2019: 5 Regional Companies extended offers

Cost of locally sourcing highly skilled software developer: \$15,000.



## Class of 2017



## Class of 2018





## Class of 2019



## Class of 2020





### It Takes a Village.

### Students | Instructors | Employers

Charleston

Coffeeville

Grenada

Bruce

Water Valley

**Pontotoc** 

South Pontotoc

North Panola

Tupelo

Lafayette

Oxford

Mooreville

Hernando

Coldwater

Ingomar

Horn Lake

Stone Memorial

Corey Mize, Executive Director

Fernae Ellard, Director

Nate Clark, Senior Technical Director

John Terrenzio, Software Developer in Residence

**NWCC** 

C Spire

CoreLogic

FedEx

MorganWhite Group

Mtrade

Elliot Logic

Matilda LLC

University of Mississippi

Renasant Bank Facebook



### **Board of Trustees**



Kagan Coughlin – Co Founder
10 years in mortgage finance and technology
with Fannie Mae and FNC, Inc. as an analyst and
Director of Product Management, respectively.
10+ years in historic preservation and creative
economy initiatives in Mississippi.



Glen Evans — Co Founder
35+ years banking, financial services and
financial technology experience including 19
years at First Tennessee bank and 10 years in
current role as Executive, Valuation Technology
for CoreLogic (NYSE: CLGX), a leading global
property information, analytics and data-enabled
solutions provider.



Carla Lewis
CTO of C Spire. Over 20 years in Information
Technology, including leading all aspects of
innovative software development, infrastructure,
database, network operations, quality assurance
and support operations as well as commercial
data center and cloud services. Ranked as a top
technology innovator in the nation.



Sage Nichols
Currently leads the sales organization for
CoreLogic's Valuation Technology Platforms. 15+
years experience in the financial technology
space with responsibilities focused on maximizing
revenue growth, client relationships, financial
planning and analysis, and business intelligence.



Bethany Cooper
National talent recruiter for CoreLogic with a focus on college and tech recruiting efforts.
Experienced in a broad range of responsibilities including HR strategy, talent sourcing, benefit and leave management, training and development, and wellness and innovation programming. Prior to her role at FNC, she spent ten years working in higher education.



John Marsalis
Over 15 years in the technology industry leading highly productive engineering teams and organizational transformation in the adoption of agile practices and methodologies. Passionate about culture, technology excellence, and innovation. John currently leads development and testing resources at CoreLogic's flagship valuation technology platform.





### Mississippi's First Rural Education and Innovation Hub

Base Camp Coding Academy
Northwest Mississippi Community College
Corporate Partners
Startup / Incubator Facilities



### **Everest**





### **Everest**

New Facility: Budget: \$4.7 m

**Public Funds (Approximately 60% of total budget):** 

- The City of Water Valley (as near as) donating the facility to this initiative.
- New Market Tax Credits (Federal and State)
- Historic Tax Credits (Federal and State)
- USDA: Facilities (\$50k) and Distance Learning (\$500k)
- ARC grant: \$325k
- DRA grant: \$325k
- TVA: \$130k
- Brownfield Redevelopment grant
- DOL WORC grant: ??



### **Sponsors**

### **One Time Facility contributions:**

- CoreLogic: \$250k

- MorganWhite Insurance: \$250k

- Renasant Bank: \$150k

### **Base Camp Annual Operating contributions:**

- CSpire: \$75k

- Corelogic: \$75k

- MorganWhite Insurance Group: \$75k

- Renasant Bank: \$75k

- FedEx: \$75k



### **Rural Workforce Impact 2020-**

Training Outcomes	Year 1	Year 2	Year 3
Coding	25	25	25
IT Support Desk	10	10	10
Project Manager (Tech)	8	12	16
Business Analyst (Tech)	8	12	16
Carpentry	15	20	20
Electrical (Residential/Commercial)	20	25	25
Plumbing	10	15	15
Manufacturing (Production)	20	25	25
Manufacturing (Leadership)	10	15	15
Customized Workforce Training	50	60	75
Adult Education	30	40	50
Entrepreneurship	10	10	10
TOTAL PROJECTION	216	269	302



### **WORC Grant**

Grant Opened: 5/15/2019

**Everest Operations Fundraising: 100%** 

Everest Facility Fundraising: 86.5% (\$4,065,000 of

\$4.7mm.)

Application Deadline: 7/15/2019



### **Grant Components:**

- 1) SF-424
- 2) SF-424A
- 3) Letter of Engagement
- 4) Application Region
- 5) Key Staff Resumes
- 6) Financial System Assessment
- 7) Project Narrative
- 8) Abstract
- 9) Budget Narrative
- 10) Project Timeline

Practical: Budget appropriate time.

Hard: Plan for revisions, condensing, and extra eyes to assist.



### **Practical Steps: Non-Profit?**

- 1) SF-424
  - 1) SAM.gov / DUNS # / Grants.gov
- 2) SF-424A
- 3) Letter of Engagement
  - 1) Partner: NWCC President
  - 2) Corporate Partner #1, #2, #3, Local Machine Shop
  - 3) Civic #1 (City Mayor) Civic #2 (County Board)
  - 4) Senator (Federal) / Representative (State)
- 4) Application Region
- 5) Key Staff Resumes
  - 1) Full: Kagan, NWCC lead, Base Camp staff
  - 2) Light: BCCA board
- 6) Financial System Assessment



#### The Hard Part:

- 1) Project Narrative: Factual, compelling, story. In 10 pages.
  - a) Statement of Need and Strategic Alignment
    - 1) Community Need
    - Service Area
    - 3) Employer Need
    - 4) Strategic Plan
    - 5) Opportunity Zones
  - b) Expected Outcomes, Outputs, and Sustainability
  - c) Project Description
    - i. Project Design
      - i. Are these Outcomes and Outputs possible otherwise?
      - ii. Project Timeline
    - ii. Project Partners / Application Consortium
  - d) Organizational, Administrative, and Fiscal Capacity



### **Derivatives of the Project Narrative:**

- 1) Abstract
- 2) Budget Narrative
- 3) Project Timeline

Upload to Grants.gov. Before the deadline!











2021DOL Workforce Opportunity for Rural Communities (WORC): Funding Opportunity Announcement (FOA)

Alex Holland
Senior Advisor, Delta Regional Authority



### **Application Screening Criteria**

- ✓ Application package submitted by July 21, 2021 no later than 3:00pm CT / 4:00pm ET
- ✓ Applicant is an eligible organization
- ✓ Application is submitted in an uncorrupted, specified format
- ✓ Funding request is within the \$150,000 to \$1,500,000 funding range
- ✓ Applicant has an active registration on SAM.gov
- ✓ SF-424 Application for Federal Assistance, including DUNS Number
- ✓ SF-424A Budget Information Form
- **✓** Budget Narrative
- ✓ Project Narrative
- ✓ Designation of ARC or DRA Region and Service Area Map (separate attachment)



### Eligibility Information

### **ELIGIBLE PARTICIPANTS**

- New Entrants: Individuals who have never worked before or have been out of the workforce long enough time to make it as if they are entering the workforce for the first time
- <u>Dislocated Workers</u>: Individuals who were terminated or laid-off or have received a notice of termination or lay-off from employment; or those who were self-employed but now unemployed (WIOA sec. 3(15))
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# **Eligibility Information**

### **ELIGIBLE ACTIVITIES**

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- Other Employment-Related Activities
- Innovative Service Delivery Strategies
- Participant Support Services
- Employer Support Services
- Purchasing Equipment and Making Renovations (<u>Require Prior Approval</u>)



### Project Narrative – Scoring Criteria

- 1. Statement of Need and Strategic Alignment 18 Points
- 2. Project Description *30 Points*
- 3. Expected Project Results and Sustainability *30 Points*
- 4. Organizational, Administrative, and Fiscal Capacity 10 *Points*
- 5. Budget and Budget Narrative 12 Points



# Statement of Need and Strategic Alignment

18 Points



Description of Community(ies) and Needs – 4 Points



Demonstration of Inclusion of Energy Communities – 2 Points



Description of Workforce Needs – 5 Points



Target Population – 4 Points

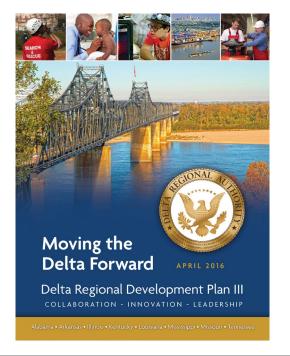


Alignment with Strategic Plans – 3 Points



# Alignment with Strategic Plans

- 1. DRA Federal Plan (RDP 3)
- 2. DRA State Plan
- 3. WIOA State Plan





WIOA STATE PLAN FOR THE STATE OF MISSISSIPPI FY-2018



Project Description

30 Points



Project Design - 20 Points



Project Partners - 10 Points



### Project Design

### 20 Points

- Project activities and implementation
  - Connect to needs and challenges
- Skills gap and employer needs
  - How to overcome challenges
- Project activities → Project timeline
- Project activities → Budget narrative
- Timely implementation + desired outcomes/results
  - Contingency plan for COVID-19





### **Project Partners**

### 10 Points

- Name of each partner
- Type of entity
- Committed resources and alignment
- Partner's role
- Project sustainability (i.e. long-term commitment)
- Supporting documentation
  - Letter of need/engagement from two employers and one public workforce system partner





### **Project Results and Sustainability**

### 30 Points



Expected Results – 10 Points



Long-term Benefits – 10 Points



Achieving WORC Initiative Goal – 10 Points



Must include number of participants obtaining new or improved employment outcomes & total number of participants expected to be served in the grant period



### **Expected Results**

Activities	Expected Results	
Total participants obtaining new or enhanced employment (required result)	175 (job placements or incumbent workers entering a career pathway)	
1 GED apprenticeship program developed	100 GED workers/trainees awarded a credential or other outcome measure	
5 employer trainings on substance abused disorder conducted	20 employers hired individuals recovering from substance abuse	
New curriculum developed for accelerated community health worker training program	6 new trainings created in partnership with employers	
Accelerated recover support specialist training program implemented	25 individuals certified as recovery specialists	

## Long-Term Benefits Sustainability

### Long-term Project Benefits and Economic Impacts \*occur after the grant period ends

Increased revenue (taxes) generated by counties/towns as a result of job creation and/or employment obtained by workers/trainees.

Increased industry/employer participation and investment in workforce development planning.

Decreased employee turnover rates as a result of more supportive work environments and improved awareness about substance abuse disorder.

Increased talent pipeline for a skilled healthcare workforce enabling communities to meet their healthcare needs.

Continued expansion of apprenticeships funded by industry/employer and community partners.

# Achieving WORC Initiative Goal

"...to create economic prosperity, gainful employment, and high-quality career outcomes for workers in impacted ARC and DRA regions, enabling them to remain and thrive in these communities."



### Organizational, Administrative, and Fiscal Capacity

10 Points

Financial and Management
 Documentation to Demonstrate
 Organizational and Fiscal Capacity
 – 5 Points

 Resumes or Job Descriptions to Demonstrate Administrative Capacity – 5 Points



### Budget

- SF-424
   Application for Federal Assistance
- SF-424A
   Budget Information Form

### Budget and Budget Narrative

12 Points

### **Budget Narrative**

- Personnel
- Fringe Benefits
- Travel
- Equipment
- Supplies
- Contractual
- Construction\*\*\*
- Other
- Indirect Costs



### Mandatory Forms

- SF-424 Application for Federal Assistance
- SF-424A Budget Information

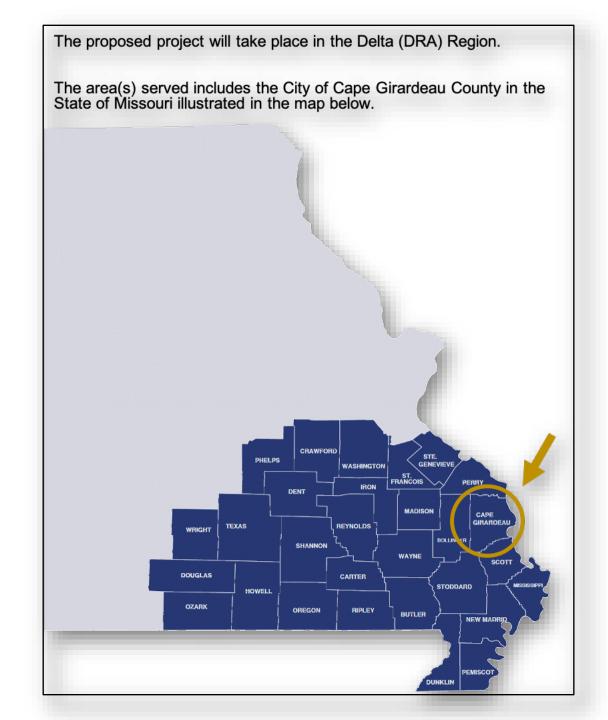


# Requested Attachments to Project Narrative

- Designation of ARC/DRA Region
- Abstract
- Project Timeline
- Evidence of Required Partnerships
- Indirect Cost Rate Agreement
- Key Staff Resumes or Job Descriptions
- Financial System Assessment Information



Designation of DRA/ARC Region



### Abstract

- The applicant's name;
- The project title;
- A description of the area to be served;
- The number of participants to be served;
- The funding level requested;
- The total cost per participant;
- A list of the counties/parishes included in the project area
  - Energy Community?
- Type of participants to be trained;
- Projected number of participants that will obtain new or enhanced current employment; and
- A brief summarization of the proposed project including, but not limited to, the scope of the project and proposed outcomes.

### **Application Review**

- You MUST include all information identified in the table in Section III.C.1—failure to include any item in the table will result in your application not being reviewed
- Applications are reviewed by a panel and scored individually against the elements in the FOA in section V.A.
- The total number of grants awarded will depend upon the number of competitive applications and the amounts requested



### Agency Contacts

Questions about the FOA?

Jenifer McEnery, Grants Management Specialist

Mcenery.Jenifer@dol.gov (202) 693-2815

Questions about projects?
Aury Kangelos, Program Manager
Workforce@dra.gov





Q & A





### Final Thoughts

Alex Holland
Senior Advisor, Delta Regional Authority







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